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A handwritten signature in cursive script, appearing to read "Thomas J. Perkowski".

Thomas J Perkowski, Esq.

Date: October 5, 2005

3665



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Applicant : Thomas J. Perkowski
Serial No. : 10/058,970
Filed : January 28, 2002
Title of Invention : AN INTERNET-BASED CONSUMER PRODUCT BRAND
MARKETING COMMUNICATION SYSTEM WHICH
ENABLES MANUFACTURERS, RETAILERS AND THEIR
RESPECTIVE AGENTS, AND CONSUMERS TO CARRY OUT
PRODUCT-RELATED FUNCTIONS ALONG THE DEMAND
SIDE OF THE RETAIL CHAIN IN AN INTEGRATED
MANNER
Examiner : James Zurita
Group Art Unit : 3665
Attorney Docket : 100-058USANC0

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action mailed March 25, 2005, Applicant hereby submits the following amendments to the same:

AMENDMENT OF THE TITLE OF INVENTION:

Please amend the Title to read as follows:

---WEB-BASED CONSUMER PRODUCT BRAND IMAGE COMMUNICATION NETWORK WHICH ENABLES BRAND MANAGEMENT TEAM MEMBERS OF A CONSUMER PRODUCT MANUFACTURER, TO DELIVER COMPOSITE BRAND IMAGES TO CONSUMERS AT RETAILER'S E-COMMERCE WEB SITE, AND IN THE RETAILER'S PHYSICAL STORE, USING REMOTELY PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS)--